# Census Overview

- Why we do a census:

- **Article 1, Section 2 of the U.S. Constitution**
  - *The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*

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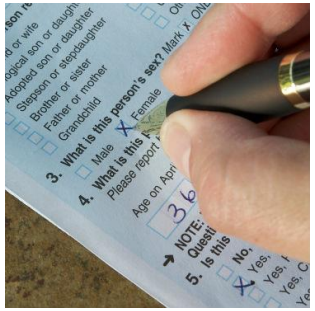
# The Decennial Census

- **Conduct** a census of population and housing **Disseminate** results to the President, the states and the American People
- Uses of Census data:
  - **Draw** congressional and state legislative districts, school districts and voting precincts
  - **Distribute** federal dollars to states
  - **Inform** planning decisions of federal, tribal, state and local government
  - **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

# Confidentiality

**Census Bureau reputation depends on keeping data confidential. We take it very seriously!**

- **Federal Law** – Title 13 of the US Code protects the confidentiality of all information
- **Employee Oath** – Protect confidentiality for life. Penalties if violated can be 5 years in prison and/or $250,000 fine.
- **Statistical Safeguards** – Ensure that statistics released do not identify individuals.



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# Ways to Respond

**2020 Census Offers More Choices**

- Internet
- Phone
- Paper
- In-Person

**Self Response Available Until July 24, 2020**

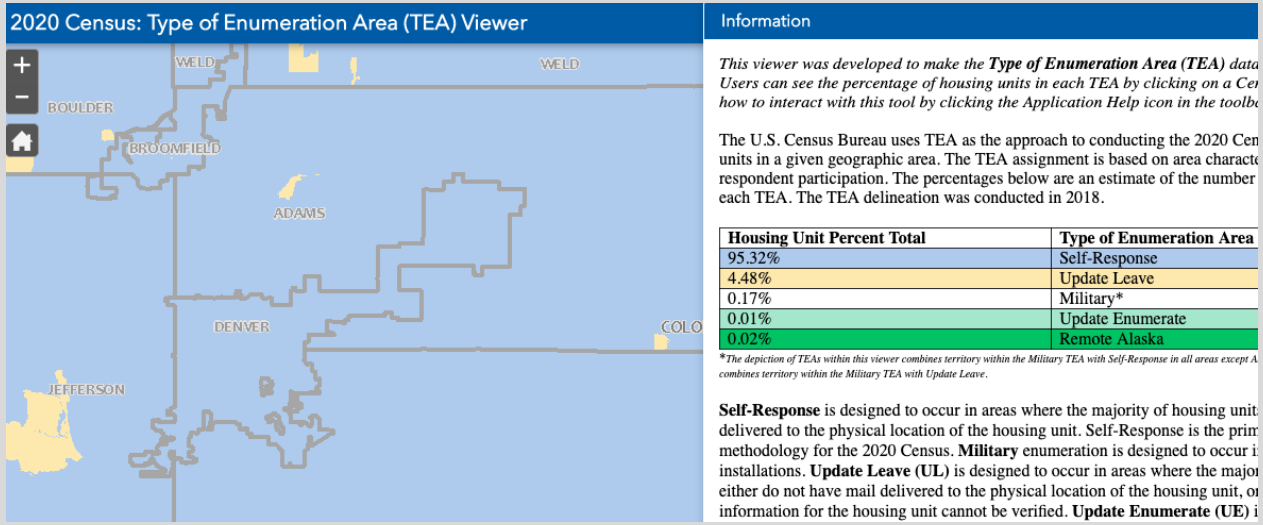
# What else do Partnership Specialists do?

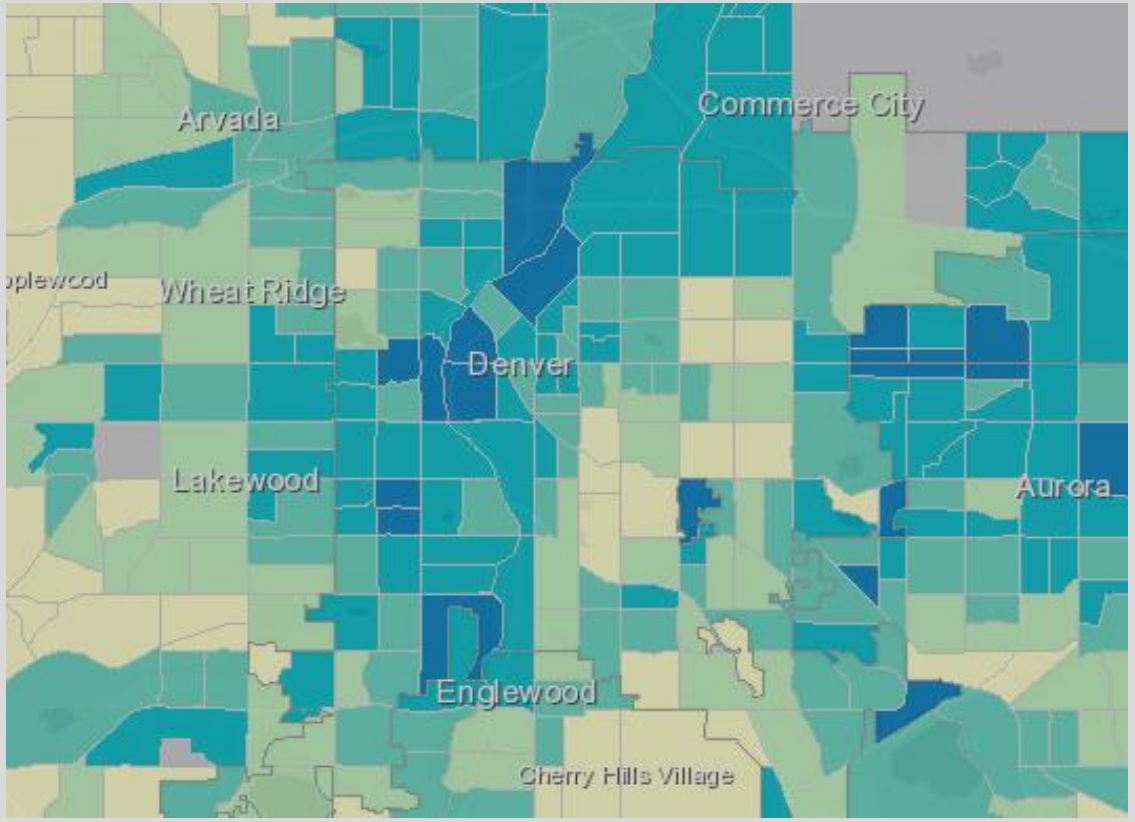
- Engage, Educate, Encourage
  - Seek partners Everyday
  - Engage everyone to self respond
  - Educate Local Government
  - Encourage CCCs
  - Serve as a liaison – partners, CCCs, organizations, other liaisons
  - Technical Advisor – on all things US Census

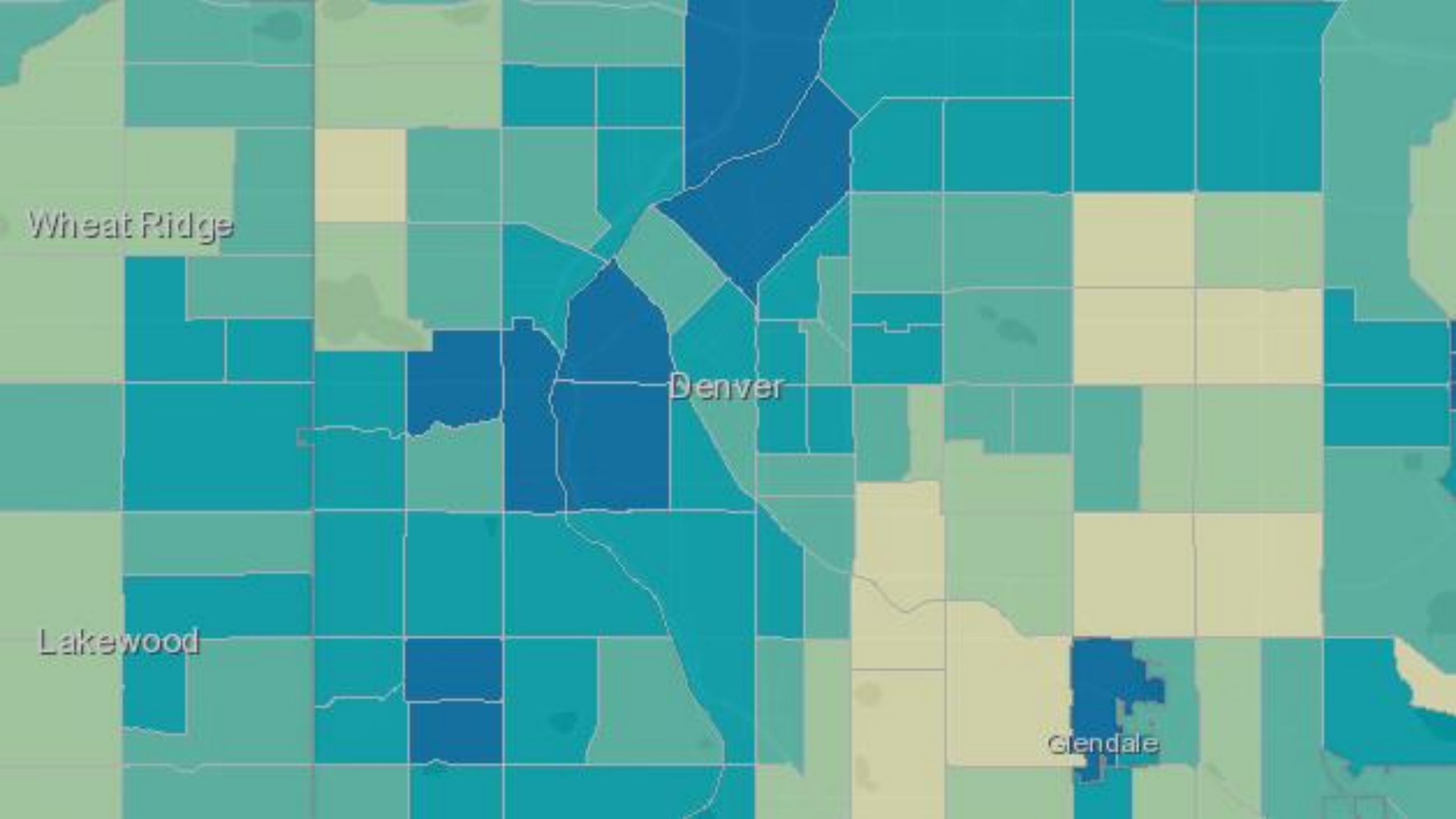
# Using a data driven approach to our work

TEA maps

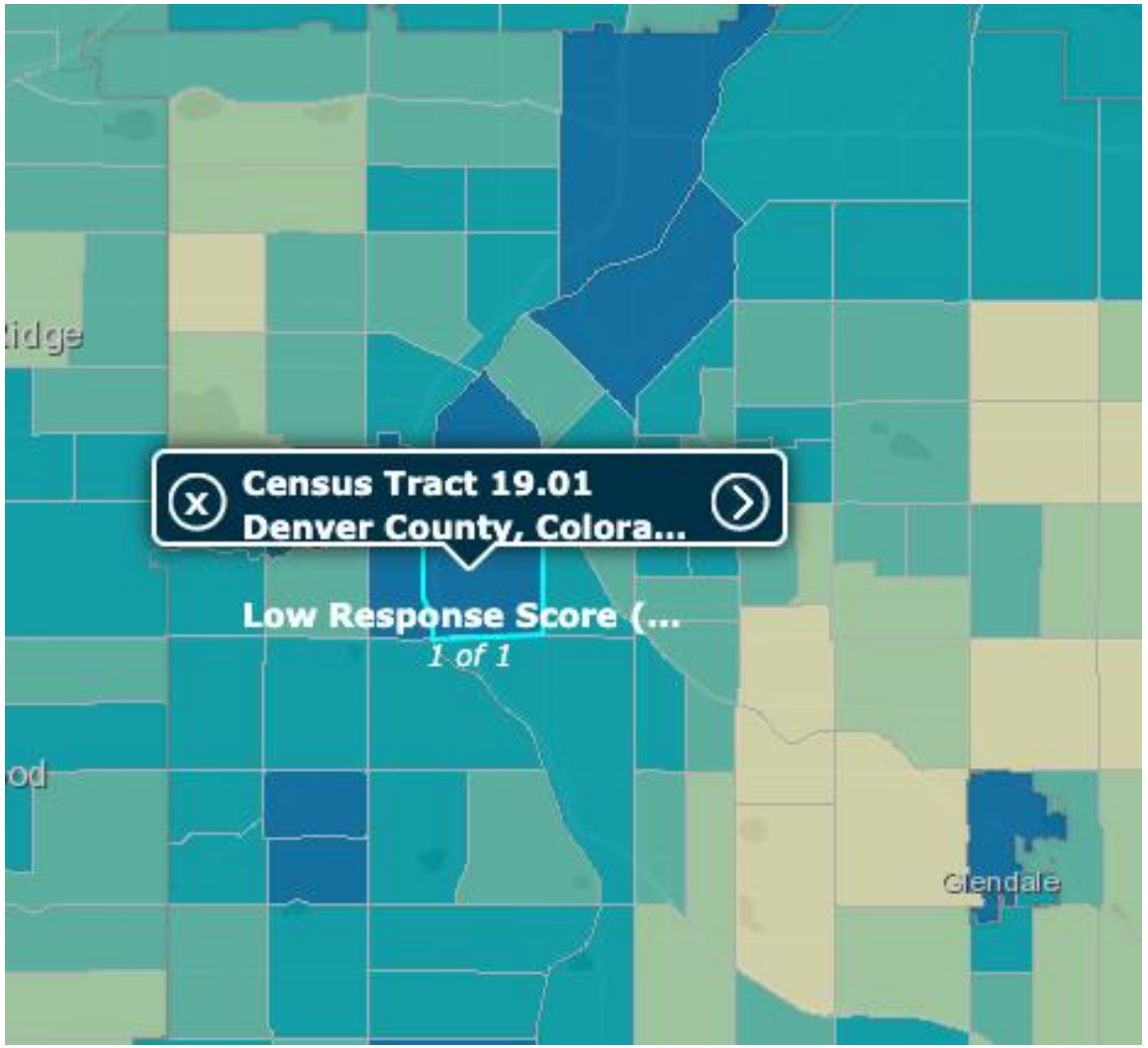
Census - ROAM




Wheat Ridge
Denver
Lakewood
Glendale

# ROAM



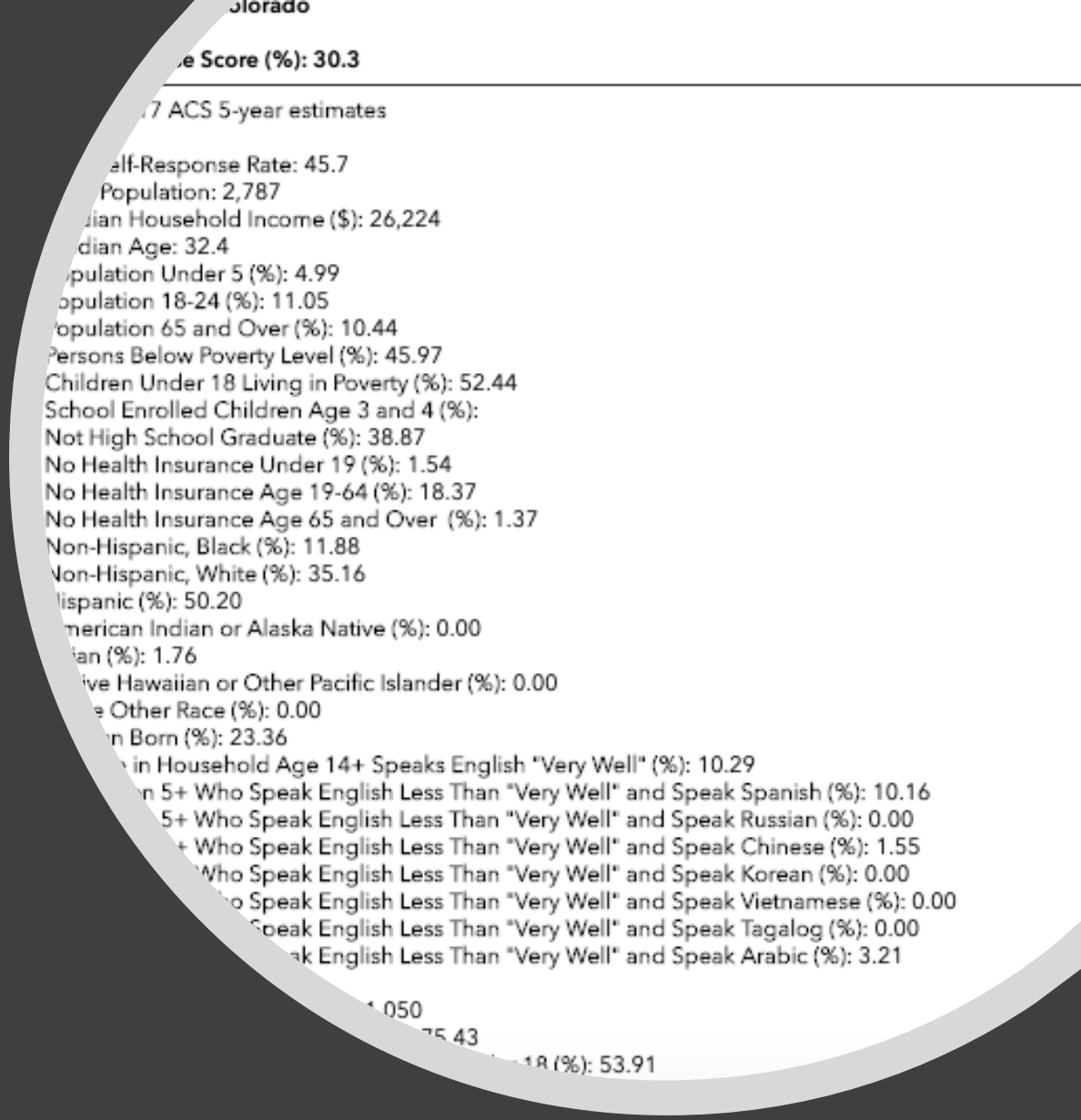

**Census Tract 19.01**
**Denver County, Colorado**

**Low Response Score (%): 30.3**
2013- 2017 ACS 5-year estimates

ACS Self-Response Rate: 45.7
Total Population: 2,787
Median Household Income ($): 26,224
Median Age: 32.4
Population Under 5 (%): 4.99
Population 18-24 (%): 11.05
Population 65 and Over (%): 10.44
Persons Below Poverty Level (%): 45.97
Children Under 18 Living in Poverty (%): 52.44
School Enrolled Children Age 3 and 4 (%):
Not High School Graduate (%): 38.87
No Health Insurance Under 19 (%): 1.54
No Health Insurance Age 19-64 (%): 18.37
No Health Insurance Age 65 and Over (%): 1.37
Non-Hispanic, Black (%): 11.88
Non-Hispanic, White (%): 35.16
Hispanic (%): 50.20
American Indian or Alaska Native (%): 0.00
Asian (%): 1.76
Native Hawaiian or Other Pacific Islander (%): 0.00
Some Other Race (%): 0.00
Foreign Born (%): 23.36
No One in Household Age 14+ Speaks English "Very Well" (%): 10.29
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 10.16
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 1.55
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 3.21
Total Housing Units: 1,136
Total Occupied Housing Units: 1,050
Renter Occupied Housing Units (%): 75.43
Married Couple Households with Child Under 18 (%): 53.91
Family Occupied Housing Units with Related Children Under 6 (%): 26.75
Population 1+ Who Moved From Another Residence Within the Last Year (%): 12.68
Vacant Housing Units (%): 7.57
Multi-Unit (10+) Housing (%): 37.50
Households with No Computing Device (%): 31.43
Households with Computer (%): 57.05
Households with Only Smartphone (%): 7.52
Households with No Internet Access (%): 33.62
Households with Broadband Internet Access (%): 51.33
Population with No Computing Device (%): 20.05
Population with Broadband Internet and Computing Device (%): 69.65

# Data Driven approach

- Assess Hard to Count population
- Seek materials to connect with community
- Attend local meetings
- Increase awareness
- Promote messages that resonate with why it matters to people here.
- Seek Trusted Voices/validators to deliver message: faith, education, health



# LOCAL PARTNERSHIP STRATEGIES

- American Indian and Alaska Native Program
- State Complete Count Commissions
- Complete Count Committees
- Community
- Non-Profits
- Social Service Organizations
- Faith-Based Community Outreach
- Foreign-Born/Immigrant Program
- Higher Education
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Mobile Response Table
- Trusted Voices
- Thank You Campaign

# Educating the public on Social Media -

**Hyperlinks here for you**

- Facebook
- LinkedIn
- Twitter @uscensusbureau
- Instagram
- **#2020Census**

# CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs - NOW (Office positions, Field staff, apply NOW for all positions)
www.usajobs.gov – Partnership (one must apply to each position as they are posted within the time allotted)

**WHO?**

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

**WHAT?**

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

**WHEN?**

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

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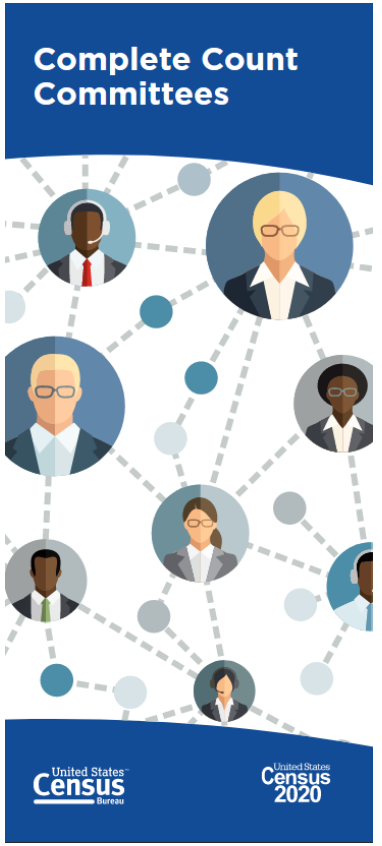


# What is a Complete Count Committee

# Complete Count Committee Formation

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# Field Support and Operations

- CO will have 4 offices:
  - Denver
  - Colorado Springs
  - Longmont
  - Aurora
  - We are hiring for these offices and all field staff NOW.
  - We need your help in sharing job postings and filling these critical roles.

**We are about to enter Address Canvassing – this involves lots of education and community engagement**

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# Colorado Fun and Civic Engagement on the road

# Colorado engagement with AAPI and LGBTQ communities

# 2020 Census:
# In Partnership with City County of Denver

- **Lily Griego, Partnership State Coordinator**


- Lily.Romero.Griego@2020census.gov
- **303.489.6293**


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